AMENDMENTS TO THE CLAIMS

This listing of claims will replace all prior versions, and listings, of claims in the application.

Claims 1-95 (Cancelled)

- 96. (Currently Amended) The apparatus of claim [[95]] 98 wherein the first memory, the second memory and the third memory comprise a single memory device.
- 97. (Currently Amended) The apparatus of claim [[95]] 98 wherein the color control agent comprises a processor executing instructions.
- 98. (Currently Amended) The apparatus of claim 95 An apparatus comprising:

a first memory to store color data for in image, wherein the color data is stored in a first color space;

a first conversion agent communicatively coupled with the first memory to receive the color data in the first color space and to convert the color data to a second color space;

a color brightness agent communicatively coupled with the first conversion agent to modify color brightness characteristics, using the second color space, of one or more portions of the image, wherein the color brightness agent is to modify the color brightness characteristics based at least in part on a change in backlight intensity;

a second conversion agent communicatively coupled with the color brightness agent to convert the color data from the second color space to a third color space;

a gamma control agent communicatively coupled with the second conversion agent to selectively perform a gamma transformation on the color data in the third color space;

a second memory communicatively coupled with the gamma control agent to store the modified color data in the third color space, wherein the third color space is the color space to be used to display the image;

a color control agent communicatively coupled with the second memory to further modify the modified color data in the third color space, wherein the color control agent uses a color look-up table storing data in the first color space to further modify the color data; and

a third memory communicatively coupled with the color control agent to store the further modified color data in the third color space.

- 99. (Currently Amended) The apparatus of claim [[91]] 98 wherein the first color space comprises a red-green-blue (RGB) color space and the second color space comprises a huesaturation-intensity (HSI) color space.
- 100. (Currently Amended) The apparatus of claim [[91]] 98 wherein the first color space comprises a YUV color space and the second color space comprises a hue-saturation-intensity (HSI) color space.
- 101. (Currently Amended) The apparatus of claim [[91]] 98 wherein the first color space is chosen from the group of YUV, YCrCb, CIE, HSV, YIQ, CMYK, RBGA, Pantone, Munsell, NCS and the second color space is chosen from the group of YUV, YCrCb, CIE, HSV, YIQ, CMYK, RBGA, Pantone, Munsell, NCS.
- 102. (Currently Amended) The apparatus of claim [[91]] 98 wherein the color brightness agent comprises a processor executing instructions.
- 103. (Currently Amended) The apparatus of claim [[91]] 98 wherein the color brightness agent uses a color look-up table or gamma transfer function storing data in the second color space to modify the color data.

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- 104. (Currently Amended) The apparatus of claim [[91]] 98 further comprising an ambient light sensor communicatively coupled with the color brightness agent to provide data indicating an ambient light level, wherein the color brightness agent uses the ambient light level to modify the color data.
- 105. (Currently Amended) The apparatus of claim [[91]] 98 wherein the color brightness agent controls a backlight intensity of the display device.

Claims 106-122 (Cancelled)

- 123. (Currently Amended) The system of claim [[122]] 124 wherein the first memory, the second memory and the third memory comprise a single memory device.
- 124. (Currently Amended) The system of claim 122 A system comprising:

a bus;

a graphics accelerator;

a first memory coupled with the bus to store color data for in image, wherein the color data is stored in a first color space;

a first conversion agent communicatively coupled with the bus to receive the color data in the first color space and to convert the color data to a second color space;

an ambient light sensor communicatively coupled with the first conversion agent;

a color brightness agent communicatively coupled with the bus to modify color brightness characteristics of one or more portions of the image, wherein the color brightness agent is to modify the color brightness characteristics based at least in part on a change in backlight intensity;

a second conversion agent communicatively coupled with the bus to convert the modified color data from the second color space to a third color space, wherein the third color space comprises the color space to be used to display the image;

a gamma control agent communicatively coupled with the second conversion agent to selectively perform a gamma transformation on the color data in the third color space;

a second memory communicatively coupled with the bus to store the transformed color data in the third color space;

a color control agent communicatively coupled with the second memory to further modify the transformed color data in the third color space, wherein the color control agent uses a color look-up table storing data in the first color space to further modify the color data; and

a third memory communicatively coupled with the color control agent to store the further modified color data in the third color space.

- 125. (Currently Amended) The system of claim [[118]] 124 wherein the first color space comprises a red-green-blue (RGB) color space and the second color space comprises a huesaturation-intensity (HSI) color space.
- 126. (Currently Amended) The system of claim [[118]] 124 wherein the first color space comprises a YUV color space and the second color space comprises a hue-saturation-intensity (HSI) color space.
- 127. (Currently Amended) The system of claim [[118]] 124 wherein the first color space is chosen from the group of YUV, YCrCb, CIE, HSV, YIQ, CMYK, RBGA, Pantone, Munsell, NCS and the second color space is chosen from the group of YUV, YCrCb, CIE, HSV, YIQ, CMYK, RBGA, Pantone, Munsell, NCS.

- 128. (Currently Amended) The system of claim [[118]] 124 wherein the color brightness agent comprises a processor executing instructions.
- 129. (Currently Amended) The system of claim [[118]] 124 wherein the color brightness agent is to use one or more of a color look-up table and a gamma transfer function storing data in the second color space to modify the color data.
- 130. (Currently Amended) The system of claim [[118]] 124 wherein the color brightness agent is to control a backlight intensity of the display device.

Claims 131-153 (Cancelled)